

PHILIP MORRIS, U.S.A.

file
INTER-OFFICE CORRESPONDENCE

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TO: OPB Managers
FROM: Roy, Barbara and Suzanne

DATE: October 17, 1995

SUBJECT: MARKETING FOCUS GROUPS

Attached please find the results from focus groups which were conducted in April and May of 1995 among various marketing people including some representatives from our group. This information was the basis for our discussion during a recent two-day offsite meeting in Greenwich, CT.

Although we will be getting back to you on the outcome of this meeting, we would like to get you and your staff's feedback on the focus group results. Please talk with us at your convenience.

Thank you.

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